

IN THE ABSTRACT:

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ABSTRACT OF THE DISCLOSURE

A label peeling mechanism has a peeling member for peeling adhesive backed labels from a backing member of a continuous label strip. A conveying unit conveys the continuous label strip to the peeling member. A discharge frame has a discharge opening for discharging the adhesive backed labels peeled by the peeling member from the backing member of the continuous label strip. A slack preventing member integral with the discharge frame suppresses slack of the continuous label strip as the adhesive backed labels are peeled by the peeling member from the backing member of the continuous label strip.